

OESON needs to do market research for Ebay to evaluate its product categories (Electronics, furnitures, fashion, heath and beauty) and to produce a pilot visualization of any category sold in ebay. The report should include an explanation of the chosen visualization methods with reference to how this would apply to other ecommerce websites. Examine potential variables (Eg. Price, postage price, inch, GB, year) to identify the most important variables when determining the price of the product to make a predictive model. Propose a product price calculator for the chosen product.

- Prepare and communicate business information via charts as you need to present to a non-statistical audience.
- Provide visualization and Compare the overall product price or average price of the chosen product with market price
- Propose appropriate statistical analysis to support the organization which should be suitable for any ecommerce website
- Support Management team in various decision making contexts for the chosen product.
- Justify the accuracy and prediction using machine learning

**Any tools:** Python, SPSS, tableau

**Dataset:** you can use web scrapers extensions on ebay

**Sample size:** 200-300

Produce a **Business report** which includes visualization and justification. The company expects excellent use of theory and practice in explaining the design of their visualization for the stakeholders.

**Expectation:** Present a word document or tableau storyboard or powerpoint with screenshots and justifications explained in detail. At Least 50 words for each table and visualization used. At Least 10-15 visualizations are expected.

[https://www.ebay.co.uk/b/Apple-Laptops/111422/bn\\_450926](https://www.ebay.co.uk/b/Apple-Laptops/111422/bn_450926)

Example:

Apple Macbook

Price: £9.99 (numerical)

Postage: £10.00 (numerical)

Inch: 13 (categorical)

GB: 16 (categorical)

Year: 2015 (categorical)

Type: i5 (categorical)



Apple MacBook Pro 12,1 Early 2015  
13" inch Core i5-5257U 2.7GHz  
16GB 256GB (7)

**£9.99**

£10.00 postage

1 bid

6d 23h

Click & Collect